

≡ MAY ≡ 1893 ≡

THE ADVERTISERS GAZETTE

A MONTHLY JOURNAL
FOR NEWSPAPER AND MAGAZINE
ADVERTISERS

≡ Vol. 5 ≡ No. 5 ≡

**Do
You
Know**

That the rates for space in

The American Agent

advance on the closing day for the July issue,
(June 15th).

That yearly orders at present rates must commence with the June number,—to press May 15th.

That 60,000 circulation is claimed and proven,
or no pay for space will be asked.

Why don't you get in now?

Send orders to your Advertising Agent, or address,

R. L. WATKINS,
Manager Advertising Department,
PROSPECT, OHIO.

THE ADVERTISERS GAZETTE

A MONTHLY JOURNAL

FOR NEWSPAPER AND MAGAZINE ADVERTISERS.

VOL. V.

PROSPECT, OHIO, MAY, 1893.

No. 5.

NEW YORK BUDGET.

Notes About Publishers and Advertisers.

NEW YORK, May 1, 1893.

I AM not aware that any one has as yet suggested the advisability of holding at the Chicago Fair a congress of advertising "experts." If not, let us by all means have it. Let there be weekly meetings at which the "experts" can expound theories and plans, for the benefit and amelioration of the ignorant and reckless advertiser of to-day. And why not? What does the hard-headed, practical advertiser of to-day know, anyhow? Why absolutely nothing. The "expert" knows it all. His knowledge and learning would shame a Solomon. Give him a chance to talk. Of course, it will be quite difficult to gather an audience to drink in the rich flow of wisdom, but aside from this, let these sages talk for their own edification. Start a subscription to hold the congress and I promise to subscribe handsomely.

The Century Company, who publish the Century Dictionary which is sold on the subscription basis, intend very shortly to make a large appropriation for advertising purposes. It is proposed to use monthly magazines and story papers, and dailies in the larger cities only.

The publishing house of Hurst & Co. have launched an edition of Chamber's Encyclopedia on the market comprising thirty volumes, the entire

set to sell for three dollars. It is proposed to advertise it heavily.

When Norman L. Munro the millionaire owner of the *Family Story Paper* and *Golden Hours* selected John Lane as special representative for his papers, he proved himself the possessor of a level head. Mr. Lane is an astute business man, and knows the ins and outs of the advertising business to perfection. He is ably assisted in his duties by his son, John Lane, Jr.

The recent advertising of the Howard Watch and Clock Co. has not been productive of very beneficial results, so I am told. As they announce a reduction of thirty per cent. in the prices of the various watches of their manufacture, better results are looked for.

Heretofore Roger Bros., the celebrated manufacturers of the standard silver-plated ware have confined themselves in their advertising, to a few of the monthly magazines. I am informed that they are now considering the advisability of extending their advertising very materially.

The contribution of Sohmer & Co. to the World's Fair will consist of two pianos of exquisite workmanship; one is of pure white enamel and the other a splendid example of old gold effect. The Sohmers intend to advertise tremendously in the Chicago papers, while the Fair is in progress. They are the largest patrons of the newspapers in the piano advertising line in this country.

I understand that a new and improved camera has been invented by J. B. Schultz, of the Schultz Photo Equip-

ment Company, which will prove to be a wonder in its way. If it takes, I am told it will be advertised heavily.

I think that Stanley Day, he of the eagle eye and massive brain, would sooner fight than eat. His sword is never in its sheath, but always in action. He is constantly pricking some one with it. He invites a conflict, but always fights fairly, never letting up till victorious. The circulation liars and unreliable publishers of the country know him and fear him. They have been forced into many a conflict with him, and be it said to Mr. Day's credit, have always retired from the field of action pretty well punctured, and otherwise very much disfigured.

A prominent seed dealer in this city tells me that the seedsmen as a class have not advertised as heavily this year as in former years. He says the noticeable falling off is due to the fact that seed advertising is not as profitable as it once was. He added that results from this kind of advertising were growing poorer year by year.

Would any one believe that there are two concerns in this city who stand to make or lose a good sum of money on the prospects of cholera visiting this country this summer? Yet such is the fact; two medicine houses in this city have cholera remedies prepared in large quantities, which will be sprung on the public in the event of the terrible plague reaching this city. Should we escape it, their losses will run into the thousands. It strikes me that there is something of a grimly humorous character about this whole business.

In one of the large advertising agencies of this city I recently met a gentleman, now employed as a clerk, who originally conceived the idea of advertising for sale, by mail trade, buggies and wagons, etc. He tried to interest a number of wagon manufacturers in the scheme, but failed. It was finally tried by Wilbur H. Murray, who made a success of it. The originator of the idea is plodding along, barely able to make a living.

A. McDowell, the president of the

McDowell Garment and Drafting Machine Co., who publish a number of fashion publications well known to advertisers, just returned from Paris full of original advertising ideas and novelties, which will soon be introduced here. Time deals gently with Mr. McDowell. He grows younger, and by popular consent, better looking day by day. He is a constant and generous patron of all the leading publications.

I recently interviewed the advertising managers of a number of the trunk lines of railroads in this city, as to their plans for advertising during the progress of the Fair. All were unanimous in their statements that they proposed to deluge the press with large business.

I venture the prediction from the present aspect of things that the coming summer will be a remarkably dull one for advertisers. A great body of people will be drawn from their homes to the World's Fair with the result that every locality will be deprived of a certain share of its newspaper, readers and patrons. Perhaps by directing their efforts (to a large extent) to Chicago, advertisers will be able to reach the visitors, and the otherwise large floating population of the city. The Chicago papers will have it all their way in the next six months.

RICHARD.

CHICAGO AND THE WEST.

Notes of Interest from General Advertisers.

CHICAGO, May 1, 1893.

THE city is in a turmoil on account of the proximity of the opening of the great international exposition. It is calculated that more publishers and advertisers will visit this city during the next four months than have ever been here before. Chicago will be the center for advertising this year, and millions of dollars will be spent in the Windy City with the idea of spreading publicity among the inhabitants of every quarter of the globe. Almost every publisher and advertising

agent will leave the latch string out for visitors.

Some advertising has recently been sent out in the name of David Fleming, Shipman, Ill. Mr. Fleming is a farmer and new in the advertising business.

The South Bend Remedy Co., of South Bend, Ind., do some advertising under the name of Miss Marion Fay.

Prof. G. Birkholz, whose office is in the Masonic Temple, who advertises a patent headache cure, has not met with much success so far in his venture.

Mr. Weed, advertising manager of the Chicago *Graphic*, was killed by a falling brick while passing a building in course of rebuilding. Mr. Weed was formerly eastern representative of the *Graphic*, and recently came to Chicago to take charge of the western department.

Considerable advertising is being put out in the names of Dr. Dumont and Dr. Wiant, but no one seems to know from just where it emanates.

Mr. T. E. Orr, advertising manager of the *National Stockman and Farmer*, is one of the most successful solicitors in the country. The advertising columns of his paper are conclusive proof of this.

It is evident that those who have anything to sell at the World's Fair will have to charge a large profit on their sales or depend on their advertising for returns, as management of the Fair claim seventy per cent of the gross receipts for all goods sold on the grounds.

A syndicate recently secured an option on the Dr. Owen Electric Belt Co., but as they failed to be on hand at the specified time the trade was not consummated, and the Doctor says the business is not for sale at any price now. Mr. Miles still handles the advertising successfully and expects to have the Doctor represented in every paper in the country with over one thousand circulation.

The advertising department of the *Farmer's Review*, one of the oldest of western farm journals, will in the future be in charge of Frank B. White, who is already so well known in con-

nection with agricultural papers in the west. Advertising for the Chicago *Despatch* will be handled by D. P. Waters, formerly with Lord & Thomas.

The Chicago *Globe* Co. has confessed to judgment on two notes for \$109,697, and a receiver has been appointed.

The *American Farmer and Farm News*, Springfield, Ohio, is to advance advertising rates twenty per cent.

"Ozona" is the name of a new proprietary compound advertised by Michigan Medical Institute of Albion. The business is placed through a Chicago agency.

John McGreen, one of the best known men in Chicago printing and publishing circles, founder of the Pictorial Publishing Company, which flourished a long time, and later publisher of the *Five Cent Library Series*, has been arrested for passing counterfeit nickels on the newsboys. He pleads poverty as an excuse.

The Madrid Chemical Co. is offering twenty cents on the dollar in settlement of bills of numerous publishers and advertising agents. While the business is evidently very dead at present they hope to revive it later on. It is doubtful, however, if they are troubled by very urgent requests for their advertisements. Although the offices of the Madrid Chemical Company were in connection with those of the Hobbs Medicine Company, and it was understood the same management controlled both, Mr. Wilkinson, of latter company, denies any connection with the Madrid Company.

There is some uncertainty as to the future of the Smith & Dunkler concern, of Kalamazoo, Mich. It is said that Smith, the moneyed partner of the firm, recently converted all his property into cash and disappeared, and nothing further has been heard from him. There are some rumors to the effect that Dunkler proposes to continue the business, but nothing definite is known.

H. A. Lewis, Mining Exchange, Denver, Col., is rather favorably inclined toward advertising men who have good

mediums for the sale of mining stock just at present. He informs me that some contracts are going out, the subject of his contribution to the press being *Empress of Aspen* and other mining property.

Speaking of the Exposition, the Century Company is preparing for a striking display at the great fair. The large space they have secured will be fitted up with books, MSS., pictures, proofs, blocks, magazines, etc., and will be one of the most pleasing and artistic exhibits made. They will also have pictures in the Fine Arts Building, the Fisheries Exhibit, and the Transportation Building. Another striking display will be made by the Blasius & Sons Piano Company, of Philadelphia. They announce their purchase of the sole American rights to the "Search Light Advertising," a popular English device by means of which an advertisement is thrown upon the sky and rendered visible for twenty miles.

A MAN OUTSIDE.

Fact and Opinion.

W. T. Thompson, Chicago, is advertising as Globe Book Co.

Stanley Day is doing some business for Dr. Foote, of New York.

Some of the Stevens & Gustavus business is placed by Davids' Agency.

J. F. Bean, Jr., Augusta, Me., is advertising as Cushnoc Music and Novelty Co.

Geo. W. Place is putting out business for the Epileptic Remedy Co., of New York City.

R. H. Ingersoll and Bro. are placing most of their advertising through N. W. Ayer & Co.

C. H. Guild & Co., Boston, are placing ads. for Eureka Pill Co., and Bates' Rheumatic Draft.

J. L. Stack & Co. and G. P. Rowell & Co. are placing business for Erie Medical Co. of Buffalo.

The Buffalo Newspaper Advertising Agency is placing business for New York Medical Co.

Some of the F. B. Mills seed advertising was ordered stopped before the conclusion of service.

F. M. Thompson, Danbury, Conn., is putting out a seventeen line advertisement of a pocket speller.

Horsford's Acid Phosphate is being put out by the Bates & Morse Advertising Agency of New York.

M. S. Green, publisher of *Modern Stories*, New York City, is also proprietor of German Medical Co.

Paddock & Co., of Newark, N. J., are placing some small orders. George Place handles the business.

W. W. Rideout is now located in New York City, and is advertising the *Weekly Budget* and other schemes.

The National Advertising Bureau, of Baltimore, Md., L. Jeff Milbourne, president and manager, has assigned.

Mr. J. A. Shackelford, Logansport, Ind., is advertising photographic outfits through R. L. Watkins' Agency.

Monroe Eraser Co., of La Crosse, Wisconsin, places considerable business through Stack & Co.'s Agency.

Arthur G. McClure, Lynn, Mass., is advertising some novelties. His business is placed direct with publishers.

G. W. Townsend & Co., of Lynn, Mass., are placing half page advertisements of the *Garland* in a few periodicals.

Advertising of New England Pipe Co., of Norwalk, Conn., is being sent to publishers through Battens Agency of N. Y.

Lum Smith is advertising as Multiplex Co., Lightning Directory Co., and Smith Manufacturing Co. at Philadelphia, Pa.

M. W. Scribner, Fairport, N. Y., is advertising a corn cure in a small way, but expects to increase his business next season.

The Atkinson House Furnishing Co., of Boston, who advertised extensively through New England recently, made an assignment.

A seventy line seed and subscription

offer has been placed quite extensively by various agencies for S. H. Moore & Co., New York.

P. W. Lerch & Co., of South Canaan, Pa., advertise Doney's Salve. They place their business direct with publishers at present.

Frank B. Stivens, of Boston, is putting out some advertising of the Smokelike Cigar. He will use Boston dailies principally.

The Key West Cigar Co., of Wintson, N. C., has a new and catchy scheme for disposing of goods. Some of the advertising is placed by B. L. Crans.

The Wilcox Specific Co., who manufacture Tansy Pills, are putting out some advertising through George H. Regar Advertising Co., of Philadelphia.

F. O. Wehoskey, Providence, R. I., is doing some advertising as Howard Manufacturing Co. A part of the business is placed by the Humphrey Agency.

A large amount of advertising of the Egyptian Drug Co., Warren St., N. Y., is placed by the Phillips Advertising Agency, who are also interested in the medical concern.

Many publishers are receiving a proposition to insert a two inch ad. of the Bescayne Bay Land Co., of Tampa, Fla., but it is said that no such company is known in Tampa.

The Woman's Co-operative Toilet Co., South Bend, Ind., is an institution controlled by several ladies. Facial washes and other requisites to beauty are sold through agents.

John B. Harris, of Eutaw, Ala., is said to be in financial difficulties, and although he is receiving considerable mail, his creditors seem to be unable to make connections with his cash.

The Commonwealth Co-operative Association is a name which is used in some of the advertisements of Edgar W. Jones, who also advertises as The Standard Silverware Co. and "Manufacturers."

The Cuticura Remedy Co. are increasing their advertising over that

of past years. The Bates & Morse Agency place the business, and have recently sent out several extra orders to large dailies.

The proprietary medicine business advertised under the name of Loomis Drug Co. is done by John Sturtevant, publisher of *Waupaca Post*. He places the business direct in papers of general circulation.

The remarkable generosity of the Eastern Piano Co., who have offered to send free to any one a piano on receipt of \$2.85 to pay for shipping, etc., proves to be the usual "delusion and snare," as the pianos are of the variety sold in toy stores at fifty cents each.

The Akins Novelty Co. has been moved to 10 and 11 Reade street, New York. C. E. Akins is proprietor, and has conducted a general novelty business for the past three years. He is regarded honest and is considered responsible for small amounts.

McKenna & Co., safe manufacturers, Middletown, Conn., are also proprietors of a medical institute, for which they are putting out a twenty-five line ad. in local papers. Mr. McKenna, the head of the firm, is said to be a member of the New York Stock Exchange.

A meeting of the creditors of Colin C. Cameron, the advertising agent who failed last January at Boston, is to be held at the insolvency court of that city at ten a. m., July 14th. His attorney, it is said, believes that about twenty-five cents on the dollar can be paid.

Knapp's Extract Co. is discriminating against western journals. The advertising of the Century Cream Co., however, now being sent out by the Eastern Toilet Co., Portland, Me., over a good portion of New England, is to be gradually extended over pretty much the whole of the U. S.

The Blair Camera Co. are giving the greater part of their attention to their new Bull's Eye Camera. Their advertising will be considerably less than last year, and will be confined mainly to the leading magazines and newspa-

pers. Mr. Samuel Turner is at the head of this department.

The Indiana Mineral Springs Co., who control the Indiana Mineral Springs, are preparing to do an immense amount of advertising through the summer months. H. L. Kramer and Mr. Thomas, of the firm of Lord & Thomas, are the promoters of the scheme, and mud baths are to be the specialty.

Mr. Frank E. Morrison is handling a good deal of the \$250,000 appropriation made by the Bedford Mineral Springs Co. He is not very favorably disposed toward country papers, particularly farm journals, for this line of advertising, and western publications are not to be used at all; hence, publishers of such can act accordingly.

The Christy Knife Co., of Fremont, Ohio, manufactures an excellent article which, however, has not been placed before the public in sufficient extent to induce mail trade. Mr. Cress, of the company, is, however, an enterprising gentleman, and it is probable that this will soon become one of the best selling advertised specialties.

Most of the large railroads have done more or less newspaper advertising for some time past, but it is a new departure for the express companies. The American Express has recently begun advertising their money order service in the home papers and magazines. Their business is handled by W. H. H. Hull, *Tribune* Building, N. Y.

That new magazine of war literature, *Blue and Grey*, is being pushed into considerable prominence by the Patriotic Publishing Co., Philadelphia; \$15,000 was the appropriation to be expended among the leading dailies during the first ten days of March. Regular contracts are also being run both in trade and general publications.

Charles L. Webster & Co. report 1892 as their best book year since they brought out General Grant's great work. They have not been injured in the least by the late campaign, and confidently expect a good trade for the present year.

They will keep their business well before the public, and have no expectation of being injured by the Columbian Exposition.

The office of E. N. Erickson and eastern office of Chas. H. Fuller and N. Y. office of *American Nation* had a narrow escape in the recent fire which destroyed several floors of the so-called fireproof Temple Court Building on Beekman St., N. Y. Geo. C. Pease, who writes advertisements for Scott's Emulsion was not so fortunate, considerable damage being done to his office.

The American Nation has again changed hands, and last week became the property of W. E. Skinner, the well known advertiser. Miss Rae, its recent owner, has gone south to locate permanently, as liberal inducements have been offered her to forsake the classic shades of the modern Athens, in whose literary circles she was becoming a well known figure, to settle in that growing section of the country.

Millions of dollars will be invested this year in advertising at the World's Fair at Chicago, and it is well that they should be says *Press and Printer*. Without such enterprise on the part of wealthy houses, fairs would be impossible. But it may safely be asserted that as a rule a great deal of "regular" advertising—advertising in newspapers—will have to be done to balance the losses in fair advertising. It is gratifying to patriotism to contribute to the success of an international exhibition. But \$50,000 expended in exhibits will bring fewer cash returns in most cases than a tenth of that sum invested in newspaper advertising.

An order has been issued by the Postoffice Department to postmasters instructing them that no mail matter, except letters, is to be returned to the senders when found to be undeliverable, except when hearing a specific request for such a return. The mere name and address of the sender (which secures the return of undeliverable letters) will not be sufficient to secure the return of packages of printed matter

or merchandise. A printed or written request for return must appear on the wrappers of such packages, but special written requests for their return will receive attention if addressed to the postoffice to which the packages were originally directed.

At His Old Tricks.

Editor ADVERTISERS' GAZETTE:

IN the April number of the GAZETTE, "A man Outside" says: "The National Book Concern, of 23 McVicker's Theatre Building, is offering considerable advertising to publishers, many of whom are loth to accept unless they can receive cash in advance."

The "power behind the throne" of this concern is the notorious H. L. Barber, who, two years ago was Secretary of the Elder Company, alleged book publishers, of Chicago. This company used fraudulent methods which caused the arrest of A. P. T. Elder and H. L. Barber by the Federal authorities. At the trial, Barber escaped by playing the baby act. Elder was convicted and sentenced for a term of eighteen months in the penitentiary, and is now serving his term.

The National Book Concern, founded by this same Barber, employs the same methods in doing business as did the Elder Company. This is proved by the following ad. placed by the National Book Concern, and which is identical with the ad. used by the Elder Company during its existence:

WANTED—Faithful gentleman or lady to assist in office. Position permanent. Railway fare advanced here if engaged. Enclose reference and self-addressed stamped envelope. The National, 23 McVickers Building, Chicago, Ill.

The person answering this ad. is asked to qualify himself for the position by taking one hundred orders for a book or that many subscriptions for a magazine. What office position

ADVERTISE

Judiciously, Enterprisingly, Syttematically, Courageously, Perzistently, and always in Vick's Magazine. Orderz received through Watkinz or any other first class Advertizing Agency.

the National Book Concern can have to give is a mystery, occupying, as it does, but one little 8x10 room. Still, there are publishers who will accept its business on "tick." **ROUNDER.**

Suitable Location.

A new medicine concern is about to start in Belfast, Me. This town has now five sarsaparilla manufactories, Dana's, Leon's, Skoda's, Rudolf's and Dalton's. Belfast certainly needs as many in order to remove "that tired feeling" which overtakes every travelling man who strikes that town.

SPECIAL NOTICES.

Advertisements inserted under this heading at 20c per agate line, each insertion.

SPOKANE SPOKESMAN.

FARMER'S CALL, Quincy, Illinois.

WRITE for rates of THE UNION GOSPEL NEWS, Cleveland, Ohio.

4 Lines \$1. 1 in. \$3.50. 50,000 copies, proven. Woman's Work, Athens, Ga.

TEXAS FARM AND RANCH, Dallas, Texas. Chicago Office, 215 Dearborn Street.

WISCONSIN AGRICULTURIST, Racine Wis. Chicago Office, 215 Dearborn Street.

ADVERTISERS' GUIDE mailed on receipt of stamp. Stanley Day, New Market, N. J.

WOMAN'S FARM JOURNAL, St. Louis, reaches 10,000 women buyers monthly. Rates low.

OUR HOME of San Francisco, California. Circulation 27,000 (guaranteed). Frank C. Cooper & Co., Publishers.

THE AMERICAN HEARTHSTONE, Rockaway, N. J. 32 pages, 8x11, with cover. Rates 10c. per line. Mailed in separate wrappers.

STAR SPANGLED BANNER, Lakeport, N. H., proves 20,000 circulation, or no pay. Rates 10c per line, each insertion. Sample copy free.

WORLD'S FAIR OFFICE of Wisconsin Agriculturist and Texas Farm and Ranch, Room, 1101, 215 Dearborn st., Chicago. Wm. D. Thompson Manager. Proved circulation, 65,000. Rates low.

THE WAYSIDE GLEANINGS, Clintonville, Connecticut, gets there every month with 50,000 copies for 250,000 readers. A paying paper or leading advertisers would not continue to use it. Try it. Rates, 40 cents. Discount for time and space.

EVERY advertiser should have Charles' Advertisement Record. It furnishes an accurate check, and detects errors, omissions, etc. Will pay for itself many times. Send for one to-day. Price, only \$3, express prepaid. Address The H. H. Charles Co., Quincy, Ill.

EVERYBODY'S FRIEND desires the friendship of every advertiser. Its circulation is among a class of buyers in the south and west whom it is desirable to reach. Its rates are ten cents a line. In soliciting correspondence its publishers undertake to answer all questions. Address The Chas. R. White Publishing Co., Richmond, Maine.

THE ADVERTISERS' GAZETTE

A MONTHLY JOURNAL

FOR NEWSPAPER AND MAGAZINE ADVERTISERS.

BUSINESS AND PUBLICATION OFFICE:

R. L. WATKINS.

**Newspaper Advertising Bureau,
PROSPECT, OHIO.**

EASTERN AND EDITORIAL OFFICE:

325 Washington Street, Boston, Mass.

W. E. SKINNER, Manager.

Business correspondence should be sent to the publication office.

The Editorial department is in charge of the Eastern office, and matter pertaining thereto should be so addressed.

Subscription Price, post-paid, FIFTY CENTS a year, in advance. Single Copy, FIVE CENTS. THREE DOLLARS A HUNDRED.

Entered at Post-office, Prospect, Ohio, for transmission through the mails as second-class matter.

PROSPECT, OHIO, MAY, 1893.

ISN'T it just possible that this World's Fair advertising will be worked to death? An exhibit of American industries would be incomplete without a goodly amount of it, and many of our foreign visitors will no doubt be gratified at the opportunity of studying the methods of a country so celebrated for its originality as this is; but are not some of the numerous concerns that are in effect retiring from the business of advertising in order to make a better display of advertising at the Fair itself making a mistake? At any rate it is something of a relief to have a few of the leading advertisers announce their intention of staying in the legitimate field of profitable advertising, the periodical press. The California Fig Syrup Co. probably belongs to this class, as they intend to launch a cool half million on the advertising tide this season. Perhaps they realize through what medium they became in a few years advanced from a position of obscurity to one in the first rank of advertisers.

EIGHTEEN hundred and ninety-three promises to go into journalistic history as a red letter epoch for new publications. Besides the inevitable mushroom periodicals springing up around and in connection with the Exposition and those like *Godey* and *Peterson* that have put on a new garb in honor of the great event, we have had first, *Worthington's*, then *American Nation*, *Whole Family*, *Gardening*, *Blue and Grey*, *Pilot and Friend*, and last of all announced, *McClure's Magazine*, to appear for June on May 15th. These and numerous other trade and general publications will doubtless all be gunning for the luckless advertiser.

MR. WANAMAKER uses a great deal of space in the March issue of *United States Postal Guide* in defending his action whereby he debarred *Printer's Ink* from the second-class postal franchise. The controversy must have proven profitable to paper dealers and printers, if to nobody else.

WE ARE assured that a great many publishers are inserting the Ripans Tabules advertising, and taking goods in payment for space. We regret that there is such evidence of biliousness in the advertising fraternity.

ADVERTISERS who contemplate visiting the Fair can look forward to more than ordinary attention and convenience. Numerous publishers and advertising agencies will be ready to receive them with open arms.

IT COSTS fifty cents a year to receive ADVERTISERS' GAZETTE regularly. If you are not a subscriber, we should be pleased to have you become one. This publication has no muzzle.

OUR mutual friend, Mr. Paul Tarbel, has adopted an old nursery adage very successfully. He has caught his birds by the use of salt.

PUBLISHERS and advertising agencies are no exceptions to the victims of the stringency of the money market.

About Publications.

National Tribune is issuing its usual quarter million spring editions.

The R. J. Gunning Co. is doing an immense business at Chicago this season.

Advertisers who once try *National Stockman and Farmer* use it regularly thereafter.

Mr. Allen W. Ward claims that over 200,000 copies of *Home Life* will be issued each month, hereafter.

World's Fair Souvenir editions are being arranged for most of the metropolitan newspapers and magazines.

Every issue of *People's Home Journal* exceeds 300,000 copies. This is one of the standard publications for mail trade advertisers.

The *Wood and Hide Shipper*, Chicago, is opening its columns to general advertising which is being personally sought for by Mr. Draper, the manager.

Mr. Gannett's word is as good as his oath, nevertheless he sees fit to supply the latter in evidence of *Comfort's* twelve hundred thousand editions each month.

By special arrangement, *Woman's Illustrated World*, of New York, is to be circulated at the World's Fair, which insures quite an addition to its already large circulation.

One of the principle equipments of a modern business office, especially where publishing or advertising is done, is a wire rack, such as is made by the Pope Company, of St. Louis, Mo.

The Hosterman Publishing Co. issue 20,000 copies of *Womankind* each month. Considering the quality of circulation and advertising rate it is certainly a profitable publication to advertise in.

The subscription list of *The Advance*, of Chicago, has shown a steady growth of ten per cent. per annum. This religious weekly is considered an excellent advertising medium for those who want to reach an intelligent class of readers.

That wide awake monthly, *American Nation* has rapidly come to the front as an advertising medium, and with its guaranteed regular edition of 75,000 each, at a low rate for space, it is one of the best paying publications that can be used by any advertiser who is seeking for general trade. It is published at Boston, by V. H. Rae & Co.

For getting mail orders, *American Agent*, of Boylston, Ind., is proving itself one of the best of mediums. Not less than sixty thousand copies are issued any month, and the quantity is often nearly double that number. The paper is well patronized by successful firms, which is in itself a criterion as to its worth to advertisers.

One firm received 473 orders, each containing twenty-five cents, from an advertisement costing sixteen dollars in *The Garland*. This publication has a *bona fide* circulation of 50,000 copies per month and goes to the homes of people who are accustomed to answering advertisements. Advertising space in *Garland* is good as gold, so say those who are using that paper.

Everybody who knows anything about general advertising is aware of the fact that *The Hearthstone*, of New York, is one of the most remunerative advertising mediums of the present day. Its great circulation and popularity has been achieved within the past two years. From a regular monthly edition of 500,000 copies, the size will in July be increased to 600,000, and there will be an appropriate raise in the space rates. Shrewd advertisers are placing their orders now, in order to secure the advantage of increased circulation at the \$1.75 rate.

The R. D. Lee Publishing Co., of Boston, is offering a fifteen inch advertisement to various publishers, through L. N. Cushman, advertising agent, of Exchange Building, Boston. The company is incorporated under Maine laws, the nominal capital being \$500,000. Stock at \$5.00 per share is offered in exchange for advertising space. The company publishes a monthly periodical known as *American Home Journal*, of which it is claimed 25,000 copies will be issued regularly. The journal is entered through the Lynn, Mass., post-office. Mr. Geo. W. Moulton is the president and general manager of the concern.

Mr. L. L. Pope.



The above is a likeness of Mr. Louis L. Pope, of Cleveland, O., the advertising manager of *Ohio Farmer*; and one of the partners of the Lawrence, Williams Co., proprietors of Gombault's Caustic Balsam.

Mr. Pope is a genial fellow, always hail and well met. In form he would remind one as being a "Longfellow" Speaking of "Popey," his friends call him "Lewie," "Popcorn," "King Louis," and "King of Hearts." A person who meets him becomes his friend almost instinctively and is always the happier for having formed his acquaintance.

Mr. Pope has a charming wife and a pleasant home on Bolton avenue, Cleveland.

About Advertising People.

SEAMAN.—Price's Flavoring Extract Co. are placing a nice line of advertising through Frank Seaman.

WILD.—The advertising of Manz & Co., engravers, of Chicago, is now in charge of Clifden Wild, the advertising expert.

HUBBARD.—Mr. H. P. Hubbard, of New York, has been in Europe for a

month in the interest of a World's Fair scheme.

STONE.—The advertising of Carson, Pirie, Scott & Co., Chicago, is in the hands of Mr. A. Stone, formerly with Schlesinger & Mayer.

MORRISON.—The advertising department of the *St. Andrews Cross* will in the future be entirely in charge of Frank E. Morrison, of New York.

WOODWARD.—The publishers of *The Queen of Fashion* have arranged with Mr. J. A. Woodward, formerly connected with the *Boston Daily News*, to represent their publication in the east.

MOSES.—Formerly with Geo. P. Rowell & Co., Mr. O. L. Moses is now eastern advertising manager for *American School Board Journal* and *City Council Journal*, of Chicago and Milwaukee.

BEECHER.—A veteran advertiser and advocate of proven circulation is W. H. Beecher, of New York, publisher and general specialty dealer. Nearly all his orders for space in various publications are placed conditional to absolute proof of claimed circulation.

CRANS.—Mr. B. L. Crans, newspaper advertising agent, New York, is a fat, jolly gentleman, who is always on deck with an eye to business. He has had many years of experience, and those who know him well say that they could hardly find a better man to deal with, in the line of business which he represents.

Lotteries vs. Law.

A rival and would-be successor of the Louisiana Lottery Company, is the Mexican Industrial Banking Company. They are putting out a small line of advertising, through S. C. Beckwith, in weekly papers having large local circulation. Of course, papers being sent through the mail are debarred from running these advertisements on account of the probability of government interference under the law which prohibits papers running lottery ads. from using the mail.

KOAL-SPAR ANALYZED.

A New York Paper Bothers Mr. Tarbel.

Mr. Paul Tarbel, who is well known to a large portion of the advertising fraternity of America, and who has had varied experiences during the past few years in Chicago, New York, Seattle and Boston, recently evolved his latest scheme in the latter city. It was the placing upon the market an article called Koal-Spar, the object of the preparation being to save coal. A certain mixture, which smelled strongly of ammonia, was put up in boxes, neatly labelled, which sold at a good price, and many customers were found. At the outset, Mr. C. C. Cameron was a half owner in Mr. Tarbel's venture, but withdrew later. So rapidly did the business grow that to-day the Koal-Spar business is quite an institution, and thousands of dollars worth of the goods are being sold weekly by stores and traveling agents.

Mr. Tarbel, being of the progressive sort, negotiated with some usually shrewd capitalists, and it had been arranged that an immense factory should be established in another State, with the money of these gentlemen. Nearly all plans were completed, when, like a thunderbolt in a clear sky, the New York *World* came out a few weeks ago with a lengthy article describing Koal-Spar and Mr. Tarbel's methods. The most interesting part of the descriptive article was an expert's analysis of the "wonderful coal saver," wherein it was made evident that about ninety-five per cent. of the preparation is nothing but common salt!

It is stated that the *World's* article has had a terrible bad effect upon some of Mr. Tarbel's plans as well as upon the sale of Koal-Spar, which has been quite extensively advertised.

Hard Luck.

Walter S. Simpson, dealer in watches and novelties, 37 College place, New

York, who failed last September, made another assignment the first of April. His liabilities at the time of the first failure were \$21,000, and a settlement was effected by giving two, four and six months notes, representing twenty cents on the dollar. The latter series came due late in March and Mr. Simpson's business had been so backward of late that he was unable to meet them, and as numerous other debts had accumulated a second assignment was found necessary. The C. H. Fuller Advertising Agency again comes in for quite a loss, as this concern has placed all his business during the past six months, such an agreement having existed between Mr. Simpson and Mr. Fuller on account of the fact that the latter, although a heavy loser, had lent his aid in getting Mr. Simpson's discharge papers. The cause of the trouble appears to have been largely on account of the fact that some of Mr. Simpson's most trusted employes did not handle his business as carefully as they should have done. He recently informed the GAZETTE man that he had discovered a large number of costly errors in some of the records of watches that had been sent out on memorandum. For the mail business, Mr. Warner, who is proprietor of a similar business done in the name of Kirtland Bros. & Co., offers the sum of \$700, which it is probable the creditors will accept; apart from this, the assets are exceedingly light.

Mail Trade Troubles.

Mr. Charles H. Taylor, Jr., of the Boston *Globe*, recently made a statement to the effect that it cost the publishers of that paper over five hundred dollars to make good the mail losses and settle other discrepancies on account of pamphlet books ordered to be mailed by *Globe* readers who took advantage of a coupon offer which was printed for a short time in that paper. This expense for satisfying patrons, largely on account of mail discrepancies, is indeed large.

Disposal of Stamps.

The following communication offers an interesting variation of the "sticky stamps" matter:

BOSTON, April 12, 1893.

EDITOR ADVERTISERS GAZETTE:

DEAR SIR:—As postage stamps are issued by the government for the public in paying postage why not use stamps in payment of all postage? Why not allow the publishers to pay second-class postage bills with stamps, which could be cancelled as any other stamps are cancelled when used for that purpose?

Many publishers are over-burdened with stamps, which the government refuses to redeem. If, instead of selling them at a discount, they could be stuck on sheets of paper, one hundred on a sheet, as they are originally issued, and turned over to the government to be cancelled in quantity, in settlement of newspaper postage bills at pound rates, would it not simplify matters for everybody?

Is not this a possible solution of the much vexed question with all publishers: "What shall I do with my stamps?"

Yours very truly,

V. H. RAE & Co.

Publishers *American Nation*.

The idea presented above is worthy of careful consideration on the part of publishers.

Railroad Advertising.

In the midst of all the railroad advertising, Mr. Roberts, of the Erie lines, informs the GAZETTE that they are placing no advertising contracts with magazines and special publications this year. Nevertheless, the Erie people always have been among the most liberal advertisers, and doubtless are preparing to keep their name before the public through some other method or line of publications. At any rate, their former reputation will insure them a liberal patronage.

Gibb Bros. & Moran, New York, are now offering their new Route and Reference Book of the United States and Canada to the traveling public, particularly commercial travelers, etc. Their mediums are usually well selected, though somewhat limited in number.

Bicycle Advertising.

The seedsmen, who have been having things pretty much their own way during the last two or three months are about giving place to the summer advertisers, the railroads, hotels, summer resorts,

etc. Bicycles must also be included in the list, several new claimants for the public favor being noticeable. As usual, the Victors and Columbias are the most lavish in their space, though I believe the Lovell Arms Co., and the A. G. Spaulding concern are placing extensive business in which the cycle will occupy a conspicuous place. *Good Roads*, for March, has the announcements of thirty-one bicycle establishments, of which seven are full and thirteen half-page advertisements.

Enterprise.

A correspondent, writing to the editor of ADVERTISERS' GAZETTE, says:

For enterprise among the publishers go to Mr. Walker, of *Cosmopolitan*. If you do not care for the enterprise but have some good scheme to extend the circulation of his pet magazine, go to him anyway. But mind you, some good scheme. Once convince him of its merits and expense or radical departure from traditions are not considered. Mr. Walker believes in advertising, especially in that connected with the front and back pages of the *Cosmopolitan*, but he does not by any means confine himself to the periodical press. He is always after new ideas, and, judging by the wonderful success his magazine has had, has been pretty successful in getting them.

The Cycle of Deaths.

The heads of three rather important publications have joined the great majority within the last few weeks: Col. Elliott F. Shepard, of the *Mail and Express*; John Denison Wattles, publisher of the *Philadelphia Sunday School Times*; and Miss Mary F. Seymour, founder of what is now called the *American Woman's Journal*. While the loss of a successful journalist is always greatly felt by the publication in his control, the effect upon the public is much less because some skilled assistant, trained under the chief's eye into a similar line of thought and policy, is usually at hand to take up the rein.

Up Again.

The Sylvan Remedy Co., recently defunct, has been re-incorporated with \$100,000 nominal capital.

A Shortend Spring.

Few advertisers indeed, are getting better service from the advertising writer than the Waterbury Watch Concern. As has been said of a certain publication, "There is not a dull line in it." But what an amount of good service it takes to outlive unsatisfactory dealing in the past. The Waterbury watch became the pseudonym for all that was unreliable and inconvenient, and the modern product of that name is hampered by that unsavory record. As a matter of fact a good deal of the complaint against the old goods originated with the "humorous column" of the newspaper hard up for matter. Still, the public were so much impressed with it that the first year's advertising appropriation of the new venture must be mainly directed against public prejudices already established. If Mr. Dixey was not a complete master of his art, a vast amount of money would have to be expended wholly in removing the odium of a bad name. His skill, however, has woven the attractions of the new in among the faults of the old so ingeniously that he serves both purposes at once, and at the same time keeps them distinct from each other. Very few would have succeeded so well with this. At any rate it serves as a first class object lesson to prospective advertisers, warning them not to offer an incomplete or an inferior article with the intention of improving it afterwards, unless it is in its incomplete and undeveloped state a marked improvement over anything already on the market. A great deal of credit is also due the Dodd Advertising Agency for the discretion used in placing the business.

The Divine Objected.

Mr. Tanquerey has been obliged to order the reference to T. De Witt Talmadge, D. D., removed from the electrotypes of the "Free Crayon Portrait" advertisements.

Stock for Space.

The latest "fad" in the way of advertising schemes is to start a stock company and exchange stock for space in papers which are willing to "trade."

Certainly this should prove a good investment if space is worth the price charged for it, as such advertisements would undoubtedly "have preferred position."

There is a possibility that our sometimes over-scrupulous postoffice authorities might object to newspaper proprietors running ads. of a business in which they are financially interested. Past experiences of many publishers proves that with "the powers that be" in the Department at Washington there is truth in the old adage, "The unexpected always happens."

Whew!

A new advertising agency is on earth. It is the American Advertising Agency, owned and operated by the American Type Founders Company, paid up capital \$9,000,000. The office is at 230 Temple Court building, New York.

Beyond the Shadow of DOUBT

AGRICULTURAL PAYS

The Leaders of the Great West and Star of the East Pay Best.

* ASSOCIATE LIST *

6—WEEKLIES—8

Kansas Farmer.....	Topeka, Kas.
Nebraska Farmer.....	Lincoln, Neb.
Iowa Homestead.....	Des Moines, Iowa.
Field and Farm.....	Denver, Colo.
Farmers' Home.....	Dayton, Ohio.
Stock Grower & Far.,	Las Vegas, N. M.
Rky. Mt. Husbandman,	W S S., Mont.
Hoard's Dairyman,	Ft. Atkinson, Wis.

8—SEMI-MONTHLIES—3

Dakota Farmer.....	Huron, S. D.
N. W. Far. & Breeder,	St. Paul, Minn.
Western Plowman.....	Moline, Ills.

1—MONTHLY—1

Home, Field & Forum,	Guthrie, O. T.
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STAR OF ★ THE EAST

National Stockman and Farmer,
Pittsburgh, Pa.

Write for estimate on your ad. to

FRANK B. WHITE, MANAGER,
649-51 THE ROOKERY, CHICAGO, ILL.

J. C. BUSH, EASTERN REPRESENTATIVE,
TIMES BUILDING, NEW YORK, N. Y.

THE GARLAND

PUBLISHED AT LYNN, MASS.

Goes to **Fifty Thousand Homes.**

Proven circulation. Very Low Special Rates to advertisers who make contracts now. Write to your agent or to our office.

Dodd's Advertising Agency, Boston, or
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.

LOW ESTIMATES

World
Buildg.
N.Y.
City

MENTION THIS PAPER
WHEN YOU WRITE.

WIRE
RACKS

For holding Papers, Letter
Files, Letter Books, Circulars,
Printed Matter, Anything.
Clean, Light, Strong, Hand-
some, Portable. In use all
over United States. Send for
Catalogue and testimonials.

POPE RACK COMPANY
ST. LOUIS, MO.

The American Nation,

75,000 Each Issue, Monthly,

Goes to the homes. Circulation Absolutely
Proven by Postal Receipts and Affidavits.

VIOLA H. RAE, Publisher,

11 Province Court, BOSTON, MASS.

B. L. CRANS, Newspaper Advertising.

No. 10 Spruce St., New York.

Room No. 4 Rowell Building.

Advertisements inserted in all publications in the
United States and Canada. Attractive Advertisements
Prepared from Type and Original designs.

Those who use the **SPOKANE SPOKESMAN** get results.

Better than the Fair is

The Book of the Fair

To place an advertisement in **THIS** year. Publication in 25 parts at \$1 each to begin soon after opening of Exposition. Imperial folio, 12 by 16 inches, finest surfaced paper, text by Hubert Howe Bancroft, superb illustrations. Edition 100,000. Will be read by everybody the world over from July to January, and a twelve-month thereafter.

THE BANCROFT COMPANY,

Auditorium Building,

Chicago, Illinois.

A **OF \$20 GOLD PIECES**



STACK

The way is made easy by Newspaper Advertising placed through J.L. Stack & Co. Newspaper Advertising experts, P. P. Bldg., St. Paul.

“Perfect” Typewriter Chair

An adjustable chair with spring back, giving support where it's needed. Your daughter needs it at her piano, your stenographer at her typewriter. Photo-Catalog free.

BLACKMER BROS. & CO.,

R 5, 413 Wabash Avenue,

CHICAGO, ILL.

“It rests the back”



OATH

COMFORT

TWELVE HUNDRED THOUSAND

Over Twelve Hundred Thousand under Oath—Comfort.



Comfort has the largest guaranteed circulation in America, and if you put it in Comfort it pays. It is the Household God of the mighty middle classes—North, East, South, West. Its success is without precedent, and its price, 25 cents per year, is the marvel of the age.

Space of agents or of us direct. THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, Tribune Building, Henry Bright, Representative.

A LEADING advertiser writing under date of January 14, 1893, has this to say of THE HEARTHSTONE: "The Hearthstone during the last few months has left everything else completely out of sight. The million editions all combined have not brought more replies than your single paper. It is a great pleasure to make such a statement after brooding over the many cases in which we, like other advertisers, have been fleeced, almost to our ruin." This advertiser expends over \$100,000 annually for newspaper advertising. Guaranteed circulation 500,000. Advertising only \$1.75 per line. THE HEARTHSTONE, 285 Broadway, New York.

1867. TWENTY-SIXTH YEAR. 1893.

The Advance

is *the* Congregational weekly of the Interior and West. Its subscription list shows a steady growth of 10 per cent. per annum. Advertisers who have tried it say THE ADVANCE is one of the best paying mediums in the United States.

Trial orders solicited.

THE ADVANCE,

125 Franklin St.,
CHICAGO, ILL.

Rates on application.

THE

Peoples Home Journal

IS ONE OF THE FEW PAPERS THAT

Never Fails to pay Advertisers.

Its Guaranteed Average Circulation

FOR 1893 WILL

EXCEED 300,000 COPIES

EVERY ISSUE.

Rates: \$1.25 per Agate Line per time, less discounts of 5 per cent. on three months; 10 per cent. on six months, and 15 per cent. on yearly contracts.

Goes to press on the 15th of each month preceding date of issue. Sample copy free.

F. M. LUPTON, Publisher,

106 and 108 Reade St., NEW YORK.

TO REACH THE HOMES

—USE—

Womankind,

SPRINGFIELD, OHIO.

CONSOLIDATION OF

Woman's News, Woman and Home,
INDIANAPOLIS, IND. NEW YORK CITY.

Guaranteed Circulation Per Issue

—OVER—

20,000 COPIES!

WOMANKIND should be on every list where publications for women and the home are used. It has met with an unusual degree of popular favor.

National Circulation, reaching every State and Territory and the best portions of Canada.

Advertising rates are to be advanced. Make contracts now.

Address,

The Hosterman Publishing Company.

PUBLISHERS,

SPRINGFIELD, OHIO.

See a copy of
The National Stockman and Farmer,
Pittsburgh, Pa., and Buffalo, N. Y.

It has all the year a larger and better advertising patronage than any other agricultural weekly. It must pay advertisers, for they stay right with it.

Woman's Illustrated World.

A bright chatty and newsy illustrated paper, published for and in the interest of woman everywhere. Every week its columns are filled to overflowing with

Fashions and Descriptions, Literature,
Home Decorations, Science, Art,
Practical Hints on House-
keeping, etc.

SERIALS BY PROMINENT AUTHORS.

Short and interesting stories for old and young, by well-known contributors; and, in fact, everything that makes a household paper desirable. At all times the paper is pure and wholesome, and always a welcome guest.

Subscription per year, . \$2.50
Advertising rates (per agate line), . .30

WOMAN'S ILLUSTRATED WORLD,

220 WILLIAM ST., NEW YORK.

20,000,000 READERS!

not "Circulation," but

READERS.

This is a conservative estimate of what a "hearing" you can get in a display on

THE WORLD'S FAIR BULLETINS

during the Columbian Exposition.

You're not attending to business (as a general advertiser) if you fail to look into this matter.

Now's the time to secure space. Correspondence solicited.

The R. J. GUNNING CO.,

Display Advertisers,

Gunning Bldg., CHICAGO.

TEN YEARS'

EXPERIENCE IN

Newspaper and Magazine Advertising,
with an efficient corps of assistants,
aided by the most perfect system of
handling business, places my office in
a peculiar position to enable it to
take care of, in an intelligent manner,
ALL lines of contracts intrusted to
my care.

Why can't I do Business with You?

ALWAYS ADDRESS

R. L. WATKINS,

Newspaper Advertising Bureau,

PROSPECT, OHIO.

MONEY-BRINGING ADVERTISING

A rule at my office is that all correspondence shall have immediate attention. Requests for estimates and other information, therefore, will have prompt replies, and without cost to the applicant.

WANT TO HEAR FROM YOU.

ALWAYS ADDRESS

R. L. WATKINS,
Newspaper Advertising Bureau,
PROSPECT, OHIO.

MONEY-BRINGING ADVERTISING